

Fundamentals of Jewellery Design – T. Gibbons

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Lecture (7 design principals)

Balance: Refers to the visual weight of materials, colors, texture, space, or physical weight. What I mean by this is when the objects are equally distributed based on the aspects of weight the jewellery design is considered “balanced”.

- Symmetrical (or formal) balance. (mirror image)
- Asymmetrical (or informal) balance. (Most time feels more casual) but usually more difficult.
- Radial balance (where all elements radiate from the center)
- Off balance (to create more visual interest and suggest motion)

Emphasis: What visual message are you sending? This can include balance, proportion, contrast, unity, harmony, movement. This is the focal point of the jewellery design that captures the viewer’s attention. This can be achieved by:

- Size of emphasis
- Texture of emphasis
- Color of emphasis
- Shape of emphasis

Movement: This refers to the path of movement our eye takes when looking at a piece of jewellery.

- Repetition of color or pattern
- Rhythm by ongoing repetition or periodic repetition
- Action created by movement of elements that dangle

Proportion: This is the feeling of unity created when all the elements relate well with each other. It is about the relationship of one part of the design to another. An example is a clasp on a chain or strand that mimics the design of the pendant.

- Color of elements
- Size of elements
- Amount of elements

Contrast: This is the use of elements that conflict one with the other. This creates interest.

- This can be complementary colors (opposing on the color wheel)
- Horizontal/vertical lines
- Light and dark values

Unity: This describes how the elements work together. This can be measured by how things fit together. The grouping looks and feels united.

- Create a sense of completeness
- Can be created by proximity
- Grouping of colors, textures and/or specific elements

Harmony: This refers to how different elements in a jewellery piece relate or complement each other. This can result in an uncomplicated appeal to the design.

- Visual message
- Happiness, harmonious
- Effortless and uncomplicated

The Creative Process

Where do you get your ideas? ===

The use of Journals: In the book, “The Artist’s Way” by Julia Cameron, she has found that what she calls ‘Morning Pages’ are a way to unlock our creativity. Just the act of writing regularly in a journal in a stream of consciousness type way, not necessarily smart, or wise, or witty or anything – just write for a set period of time each day. It is a great stress reliever and gets stuff out of your head and onto the paper. It becomes part of the ‘problem’ identifier and part of the solution. Again, journaling is part of a process and is a real help to give us access to our creative being.

WAY TO PROCESS AND MANIPULATE INFORMATION (4 -WITH JEWELLERY EXAMPLES)

REPEAT: Repeat a shape, colour or forms – duplicate your references in some way...How can you control the factors of occurrence, repercussion, sequence and progression?

SUBTRACT: This is where we, simplify or remove parts or elements of a subject and/or make it compressed. Think about what can be eliminated, reduced – what rules can be broken...how can you do this?

COMBINE: Bring ideas together – connect, link, unify, mix, merge rearrange – combine ideas. And combine them with materials & techniques. What kind of connections can you make?

ADD: Extend, expand your reference subject. Make it bigger. Augment it... What can be added to your image, idea, object or material?